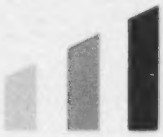
Volunteers in Arts and Culture Organizations in Canada in 2007



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Research Inc. / Recherche Inc.

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Statistical insights on the arts, Vol. 8 No. 4
© Hill Strategies Research Inc., March 2010
ISBN 978-1- 926674-08-7; Statistical Insights series ISSN 1713-3556

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Report funded by the Canada Council for the Arts, the Department of Canadian Heritage and the Ontario Arts Council

Canada Council for the Arts **Conseil des Arts du Canada**

Canadian Heritage Patrimoine canadien

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VOLUNTEERS IN ARTS AND CULTURE ORGANIZATIONS IN CANADA IN 2007

Introduction and methodological notes

Canadian arts and culture organizations rely on volunteers to fulfill many roles, including serving on boards of directors, organizing events, fundraising, teaching or mentoring others, and performing various administrative tasks. Without volunteer support, many arts and culture organizations would be unable to achieve their mandates. In fact, a 2003 survey of non-profit organizations found that "almost two-thirds (63%) of arts and culture organizations are run entirely by volunteers, compared to 54% of all nonprofit and voluntary organizations."[1]

However, arts and culture organizations face many challenges in recruiting and managing volunteers. The same 2003 survey of non-profit organizations found that 64% of arts and culture organizations have difficulty recruiting the type of volunteers that their organizations need.[2] Statistical information about arts and culture volunteers is therefore important for volunteer recruitment and management. Given the importance of volunteers in arts and culture organizations, statistics about volunteers also provide important indicators of the health of the arts and culture sector and evidence of community engagement in, and support for, arts and culture organizations.

This report examines data from custom tabulations that Hill Strategies Research commissioned from Statistics Canada based on the 2007 Canada Survey of Giving, Volunteering and Participating (CSGVP). Between September and December 2007, Statistics Canada surveyed a statistically representative sample of Canadians 15 and older (20,510 people) about their volunteer work in all types of not-for-profit organizations in the 12 months preceding the survey. The report provides estimates of the volunteer activity in Canadian arts and culture organizations, including those involved in visual arts, architecture, ceramic art, performing arts, museums, zoos, aquariums, media and communications as well as historical, literary and humanistic societies.

The report provides estimates of the number of volunteers, volunteer hours, volunteer positions, the average time volunteered, and volunteer activities in arts and culture organizations in 2007. The report highlights the strong competition for volunteers from other non-profit sectors. The report also examines reasons for volunteering and barriers to giving more time. Demographic characteristics of arts and culture volunteers are also summarized, including the distribution of volunteers by sex, age, education, household income, marital status and employment status. The report provides comparisons between Canadians who prefer to volunteer and those who prefer to donate money. Changes in arts and culture

[1] *Arts and Culture Organizations in Canada* (a factsheet based on the 2003 National Survey of Nonprofit and Voluntary Organizations), Imagine Canada, 2006, p. 2.
[2] *National Survey of Nonprofit and Voluntary Organizations*, Statistics Canada, 2003.

volunteering between 2004 and 2007 are also examined. The report provides provincial comparisons of arts and culture volunteer rates and summarizes key statistics on arts and culture volunteers in each province and region of the country. The final section of the report summarizes its key findings.

Although the national survey of Canadians is statistically sound, data reliability limits the breadth of analysis possible regarding arts and culture volunteers, especially provincial and demographic breakdowns. Breakdowns by type of arts and culture organization are not possible.

Key statistics on volunteers in 2007

About 700,000 Canadians 15 or older, or 2.6% of the population in this age group, contributed volunteer labour to arts and culture organizations in 2007. The 698,000 arts and culture volunteers represent 5.6% of the 12.5 million volunteers in all types of non-profit organizations in Canada.[3]

The 698,000 volunteers contributed a total of 73.5 million hours to arts and culture organizations in 2007. This represents 3.6% of volunteer hours in all types of non-profit organizations in Canada.[4]

698,000 Canadians volunteered 73.5 million hours in arts and culture organizations in 2007.

The 73.5 million hours volunteered in arts and culture organizations is equivalent to about 38,000 full-time, full-year jobs. Using the average hourly wage in Canadian arts, entertainment and recreation industries in 2007 ($14.92), this volunteer contribution can be valued at $1.1 billion.[5]

The 73.5 million hours volunteered in arts and culture organizations is equivalent to about 38,000 full-time, full-year jobs, valued at about $1.1 billion.

Each organization in which a person volunteered in the reference year constitutes a "volunteer position". Because detailed information was collected for a maximum of three organizations (or

[3] The 12.5 million Canadian volunteers represent 46% of all Canadians aged 15 or older.

[4] Given the margin of error of the estimate of arts and culture volunteers, 19 times out of 20, the number of volunteers in 2007 would be between 628,000 and 769,000. Similarly, 19 times out of 20, volunteer hours in arts and culture organizations in 2007 would be between 60 million and 87 million.

[5] A full-time full-year job was calculated as 40 hours per week and 48 weeks per year. The estimated value of volunteer labour excludes benefits or other costs required to support an employee. The earnings data comes from Statistics Canada, *Earnings, average hourly for hourly paid employees, by industry*, available at http://www40.statcan.ca/l01/cst01/labr74n.htm.

volunteer positions) for each volunteer, there were more volunteer positions reported than there were volunteers.[6] Canadian volunteers reported 780,000 positions in arts and culture organizations in 2007. This represents 3.2% of the volunteer positions in all types of volunteer organizations in Canada.

This also represents, on average, 1.1 positions per arts and culture volunteer. In other words, very few volunteers gave their time to more than one arts and culture organization. For arts and culture organizations, this means that looking to people who already volunteer for another arts and culture organization to help their own organization would not appear to be an effective tactic, unless the volunteer is ready to move on from the original organization.

This is similar to the situation in other types of non-profit organizations. The report *Caring Canadians, Involved Canadians*, based on the same survey as this report, indicated that "most volunteer activity is concentrated on a single organization. Just over half of volunteers (51%) volunteered for only one organization during the previous year, 28% volunteered for two organizations, and 22% volunteered for three or more. In terms of total time allotted, volunteers contributed 77% of their volunteer hours to the one organization to which they contributed the most hours."[7]

Table 1 summarizes key statistics on volunteers in arts and culture organizations and all non-profit organizations in Canada.

Table 1: Key statistics on volunteers in arts and culture organizations and all non-profit organizations, Canada, 2007

	Arts and culture organizations	All non-profit organizations*	Arts and culture as % of all
Number of volunteers	698,000	12.5 million	5.6%
Volunteer positions	780,000	24.2 million	3.2%
Volunteer hours	73.5 million	2.1 billion	3.6%
Full-time full-year jobs	38,000	1.1 million	3.6%
Estimated value of volunteer labour	$1.1 billion		

Source: Custom tabulations based on the 2007 Canada Survey of Giving, Volunteering and Participating, commissioned by Hill Strategies Research

[6] For example, if one volunteer gave time to a theatre organization and an art gallery, this would constitute one volunteer and two volunteer positions in the arts and culture sector. Statistics Canada has used the term "volunteer event" to describe what this report calls volunteer positions.

[7] See *Caring Canadians, Involved Canadians: Highlights from the 2007 Canada Survey of Giving, Volunteering and Participating*, Statistics Canada, June 2009, p. 38. The report is available at http://www.statcan.ca/bsolc/english/bsolc?catno=71-542-X&CHROPG=1.

Average hours volunteered

The 73.5 million hours contributed to arts and culture organizations represent an average of 105 hours per volunteer. Among types of organizations with reliable data, religious organizations rank first, with an average of 140 hours per volunteer, followed by sports and recreation organizations (118 hours), social services (113 hours), and hospitals (110 hours). Organizations involved in law, advocacy and politics have the same average hours as arts and culture organizations (105 hours per volunteer).[8]

Average hours per volunteer

1. Religious organizations: 140
2. Sports and recreation organizations: 118
3. Social services: 113
4. Hospitals: 110
T5. Law, advocacy & politics: 105
T5. Arts and culture organizations: 105
7. Development and housing: 99
8. Education and research: 79
9. Health organizations: 53

Generous volunteers are very important for non-profit organizations. The report *Caring Canadians, Involved Canadians*, based on the same survey as this report, indicated that "the top 25% of volunteers, who contributed 171 or more hours annually, accounted for over three-quarters (78%) of total volunteer hours. The top 10% (who contributed 421 hours or more) contributed 52% of total hours."[9]

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[8] Some of these calculations of average hours differ very slightly (by 1 or 2 hours) from statistics in another report based on the same survey (*Caring Canadians, Involved Canadians: Highlights from the 2007 Canada Survey of Giving, Volunteering and Participating*, Statistics Canada, June 2009, p. 38). The statistics in this report were calculated by dividing the total number of hours by the number of volunteers (both of which were provided in the custom dataset from Statistics Canada). The calculations in *Caring Canadians, Involved Canadians* may have been done slightly differently, resulting in the small differences. No details regarding the calculations are provided in *Caring Canadians, Involved Canadians*.

[9] See *Caring Canadians, Involved Canadians: Highlights from the 2007 Canada Survey of Giving, Volunteering and Participating*, Statistics Canada, June 2009, p. 10. Unfortunately, comparable data is not available for the cultural sector.

Volunteer activities

The survey asked respondents about the types of activities that they did in their volunteer engagements. The most common activities mentioned by arts and culture volunteers are:

- Organizing, supervising or coordinating activities or events (59% of all volunteer positions entailed this type of work);
- Sitting as a member of a committee or board (49%);
- Fundraising (46%);
- Doing office work, bookkeeping, administrative duties, or library work (also 46%);
- Teaching, educating or mentoring (37%); and
- Counselling or providing advice (34%).

Given that nearly two-thirds of all arts and culture organizations are entirely volunteer-run, it is not surprising to find that office work is a much more common activity in arts and culture organizations (46%) than in all types of non-profit organizations (31%). Arts and culture volunteers are somewhat more likely to sit as a member of a committee or board than other volunteers (49% vs. 41%) but somewhat less likely to do fundraising (46% vs. 53%).

It should be noted that volunteers' responses regarding their activities relate to all their volunteer experiences (if they volunteered in more than one type of organization), not just their volunteering in arts and culture organizations. However, as noted earlier in this report, most people volunteer in only one organization.

Competition for volunteers

The 698,000 volunteers in arts and culture organizations comprise 5.6% of all Canadian volunteers. While this is substantially higher than arts and culture organizations' share of all Canadian donors (3.3%)[10], the number of arts and culture volunteers ranks eighth out of the 11 types of non-profit organizations covered by the survey. Sports and recreation, social service, education and research, and religious organizations attract the most volunteers (close to 3 million each), followed by health organizations (1.6 million) and development and housing organizations (1.2 million). Arts and culture organizations (698,000 volunteers) attract slightly fewer volunteers than environmental organizations (735,000) but slightly more volunteers than hospitals (631,000).

Arts and culture organizations rank eighth out of 11 types of non-profit organizations with regard to the number of volunteers.

1. *Sports and recreation: 3.0 million*
2. *Social service organizations: 3.0 million*
3. *Education and research: 2.8 million*
4. *Religious organizations: 2.7 million*
5. *Health organizations: 1.6 million*
6. *Development and housing: 1.2 million*
7. *Environment: 735,000*
8. *Arts and culture organizations: 698,000*
9. *Hospitals: 631,000*
10. *Law, advocacy and politics: 534,000*
11. *Universities and colleges: 228,000*

Volunteer recruitment in the arts and culture can have many obstacles. One possible obstacle is public trust in arts and culture organizations. A recent report from the Muttart Foundation, based on a telephone survey of a representative sample of adult Canadians, found that 77% of survey respondents have "a lot" or "some" trust in charities. However, only 63% of Canadians reported having "a lot" or "some" trust in charities that focus on the arts. This relatively low level of trust is only ahead of charities focused on international development (59%). Hospitals have the highest trust level, with 88% of respondents indicating "a lot" or "some" trust, followed by charities that focus on children (86%) and those focused on health promotion and research (85%).[11] Other factors may also have an impact on volunteer recruitment and retention.

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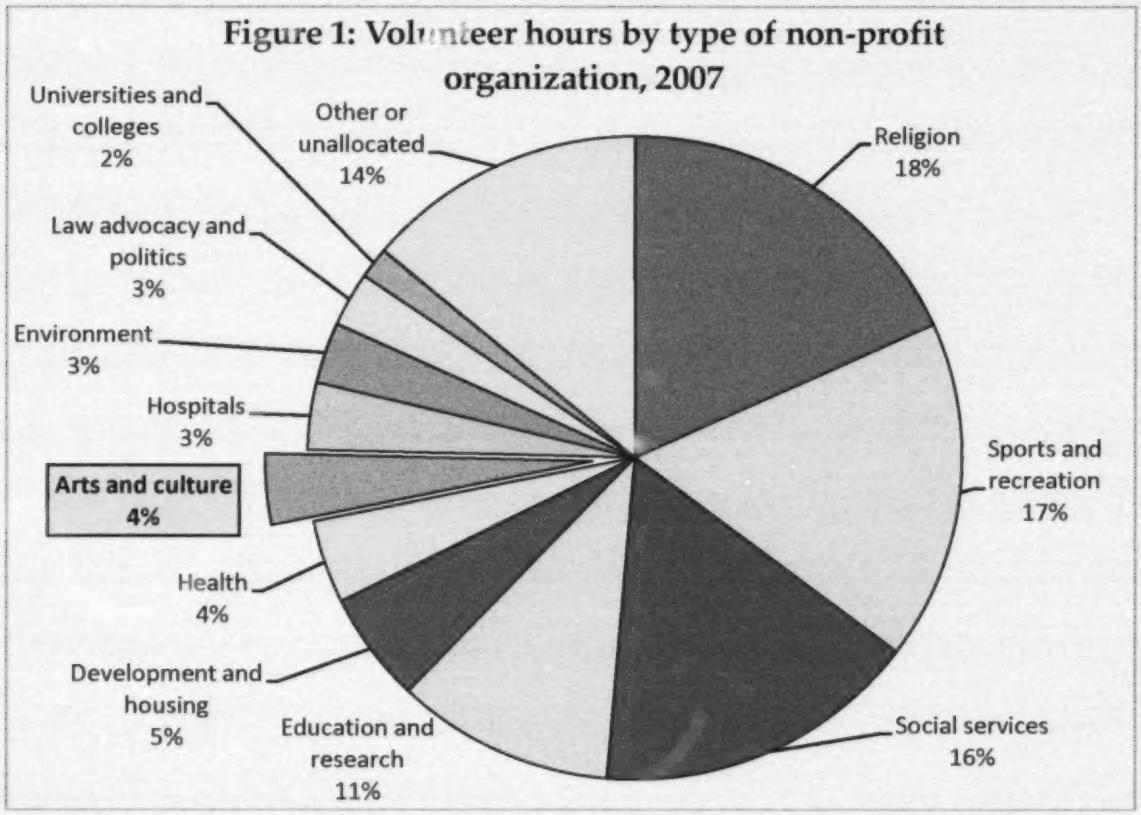
[10] *Individual Donors to Arts and Culture Organizations in Canada in 2007*, Hill Strategies Research Inc., February 2010, available at http://www.hillstrategies.com/resources_details.php?resUID=1000344.

[11] *Talking About Charities 2008*, Muttart Foundation, 2008, available at http://www.muttart.org/surveys.htm. "Health promotion" was called "health prevention" in the report.

With 73.5 million in volunteer hours – 3.6% of total hours volunteered in all types of non-profit organizations – the arts and culture rank seventh out of 11 types of non-profit organizations. Figure 1 shows that religious organizations, sports and recreation organizations and social service organizations each received between 16% and 18% of all volunteer hours in 2007 (376, 353 and 332 million hours, respectively). Education and research organizations received 218 million hours (11%), and development and housing organizations received 114 million hours in 2007 (5%). Volunteers contributed 86 million hours to health organizations (4% of all hours), slightly higher than contributions to arts and culture organizations (74 million hours, also 4%). Hospitals received slightly fewer volunteer hours (70 million hours, 3%).

Figure 1: Volunteer hours by type of non-profit organization, 2007



Reasons for volunteering

Public awareness and support of volunteer needs in arts and culture organizations are undoubtedly lower than for other types of organizations, such as those focused on sports or social services. However, those who do volunteer in arts and culture organizations are aware of the importance of doing so. The most common reason for volunteering in arts and culture organizations is a desire to make a contribution to their community (chosen by 92% of volunteers), followed by the opportunity to use their skills and experiences (85%). Three other reasons were cited by at least one-half of arts and culture volunteers: exploring one's own strengths (57%), networking with or meeting people (55%) and having been personally affected by the cause that the organization supports (52%). Slightly less than one-half of arts and culture volunteers (45%) indicated that an important reason for them is the fact that their friends volunteer.[12]

Barriers to giving more time

Volunteers were also asked about ten possible barriers that might have kept them from giving even more time. For arts and culture volunteers, the most common barriers to giving more time are:

- Not having the time (selected by 73% of arts and culture volunteers);
- Feeling that they have given enough time already (48%);
- Not being able to make a long-term commitment (42%);
- Not having been asked to do so (24%);
- Giving money instead of volunteer time (23%); and
- Not having an interest in doing more (21%).

Because "arts and culture volunteers" may also have volunteered in other types of organizations, their responses regarding barriers to volunteering relate to all their volunteer experiences, not just their cultural volunteering. However, as noted earlier in this report, most people volunteer in only one organization.

[12] Unlike the survey questions regarding barriers to giving more time, the reasons for volunteering are specific to the organizations in which someone volunteered. Volunteers' responses concerning their reasons for volunteering relate to their arts and culture volunteer experiences, not all volunteer experiences.

Demographic analysis of arts and culture volunteers in 2007

Given the fact that arts and culture volunteers comprise a relatively small proportion of all volunteers covered by the 2007 Canada Survey of Giving, Volunteering and Participating, only a limited profile of the demographic characteristics of Canada's arts and culture volunteers is possible using the CSGVP. Despite these limitations, demographic analysis of the CSGVP data does reveal some interesting characteristics about arts and culture volunteers.

The "arts and culture volunteer rate" is the percentage of the population in select demographic groups who volunteers in arts and culture organizations in 2007. In 2007, the arts and culture volunteer rate for all Canadians 15 or older was 2.6%.

Education is clearly the most important demographic factor in arts and culture volunteering. Figure 2 shows that Canadians with a university degree have a much higher arts and culture volunteer rate than the national average (4.4% vs. 2.6%). Figure 2 also shows that Canadians with a high school education or less have a much lower arts and culture volunteer rate than the national average (1.7% vs. 2.6%).

Other demographic factors are much less significant. Women, Canadians between the ages of 45 and 64, as well as those with a household income of $70,000 or more have a slightly above-average arts and culture volunteer rate (2.9% for each of these groups).

Canadians with a household income below $50,000, Canadians between the ages of 15 and 34 and men have a slightly below-average arts and culture volunteer rate (between 2.1% and 2.3% for each of these groups).

Other factors that have an influence on individuals' cultural appreciation cannot be analyzed in this report, because the CSGVP could not include specific questions about likely factors in arts engagement. For example, it is not possible to examine individuals' previous experiences with the arts, such as their arts education experiences.

Figure 2: Arts and culture volunteer rates for select demographic groups, Canada, 2007

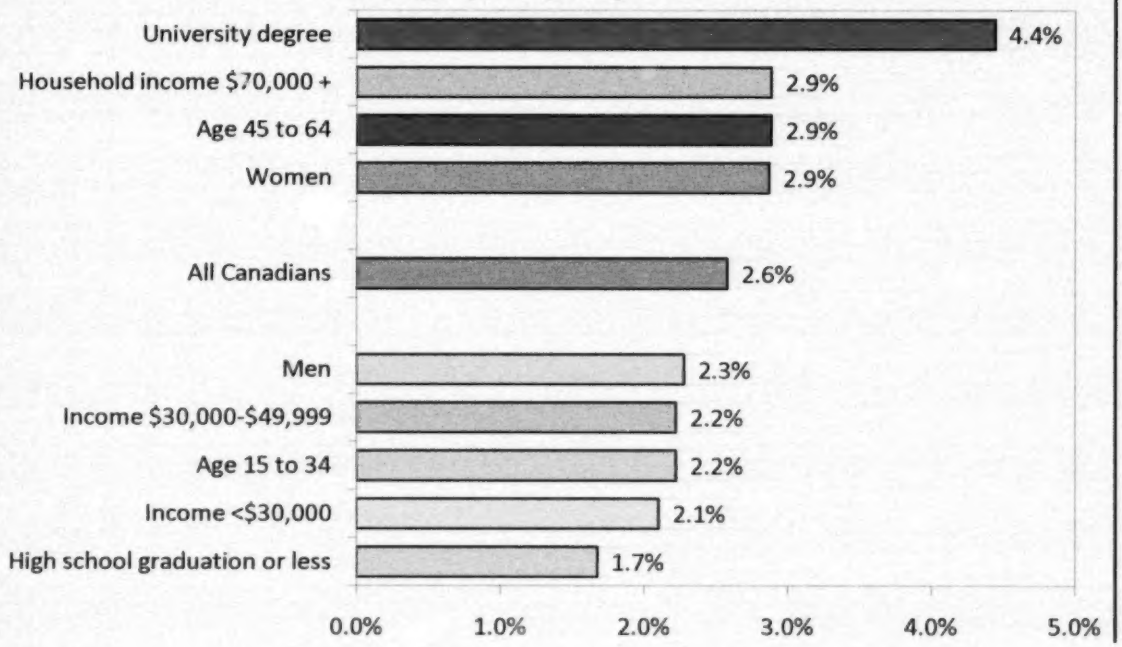


Table 2 presents the number and percentage of arts and culture volunteers based on various demographic characteristics. The data in Table 2 shows that many more women (394,000) than men (304,000) volunteer in arts and culture organizations.

The volunteer statistics by age show that arts and culture organizations attract a reasonable number of younger volunteers (228,000 under 35 years of age – one-third of all arts and culture volunteers). Among the four age ranges, the arts and culture volunteer rate is highest for Canadians between the ages of 45 and 64 (2.9%).

Table 2 also shows that the arts and culture volunteer rate increases substantially with education. Two-thirds of arts and culture volunteers have completed post-secondary education (either a diploma or a degree).

The arts and culture volunteer rate increases only slightly with income: 2.1% of those with household incomes below $30,000 volunteered in arts and culture organizations in 2007, compared with 2.9% of those with household incomes of $70,000 or more.

The volunteer rate in arts and culture organizations is slightly lower for immigrant Canadians (2%) than for Canadian-born citizens (3%). [13]

[13] *Caring Canadians, Involved Canadians: Highlights from the 2007 Canada Survey of Giving, Volunteering and Participating*, Statistics Canada, June 2009, p. 45.

Table 2: Demographic profile of arts and culture volunteers in Canada, 2007			
	Arts and culture volunteers	**Arts and culture volunteer rate**	**% of arts and culture volunteers**
Total	**698,000**	**2.6%**	**100%**
Sex			
Female	394,000	2.9%	56%
Male	304,000	2.3%	44%
Age			
15 to 34	228,000	2.5%	33%
35 to 44	110,000	2.2%	16%
45 to 64	259,000	2.9%	37%
65 and over	101,000	2.4%	15%
Education			
High school graduation or less	151,000	1.7%	22%
Some post-secondary *(see note)*	37,000	2.1%	5%
Post-secondary diploma	236,000	2.8%	34%
University degree	233,000	4.4%	33%
Household income			
Less than $30,000	114,000	2.1%	16%
$30,000 to $49,999	122,000	2.2%	18%
$50,000 to $69,999	142,000	2.8%	20%
$70,000 or more	320,000	2.9%	46%
Marital status			
Married / common law	418,000	2.5%	60%
Single, never married	201,000	2.7%	29%
Widow(er) / separated / divorced	79,000	2.4%	11%
Labour force status			
Employed	429,000	2.8%	63%
Unemployed / Not in labour force	214,000	2.7%	32%

Notes: The "arts and culture volunteer rate" is the percentage of the population in select demographic groups who volunteered in arts and culture organizations.

The statistics for Canadians with "some postsecondary education" have a relatively high margin of error and should be used with caution.

For education and labour force status, there is a "not stated" category that is excluded from the table above. As such, the percentages of cultural volunteers do not add to 100%. In addition, the labour force status numbers and percentages are based on respondents between 15 and 75, since respondents aged 75 or older were not asked about their labour force status.

Source: Custom tabulations based on the 2007 Canada Survey of Giving, Volunteering and Participating, commissioned by Hill Strategies Research.

The choice between volunteering and donating (or doing both)

This section compares the arts and culture volunteer and donation rates of various groups of Canadians. A previous report in the *Statistical Insights on the Arts* series showed that there are approximately 759,000 donors to arts and culture organizations, a figure that is slightly higher than the 698,000 volunteers in arts and culture organizations.[14]

The arts and culture donation rate is 2.8%, which is only slightly higher than the arts and culture volunteer rate (2.6%). In contrast, for any type of non-profit organization, many more Canadians donate than volunteer: 84% of Canadians made a financial donation to a non-profit organization in 2007, while only 46% of Canadians volunteered in an organization. Relative to other non-profit organizations, then, it can be said that volunteers are more important to the functioning of arts and culture organizations.

There are 1.3 million Canadians who volunteered in arts and culture organizations, donated money to them, or did both. This represents 5.0% of all Canadians 15 years of age or older.

While 117,000 Canadians did both (17% of all volunteers and 15% of all donors), the most common situation was choosing either volunteering (581,000 people) or donating (642,000).

There are a few groups of Canadians who have higher volunteer rates than donation rates in arts and culture organizations, including:

- Canadians under 35 years of age, who have a volunteer rate of 2.5% and a donation rate of 1.7%;
- Canadians with household incomes below $30,000, who have a volunteer rate of 2.1% and a donation rate of 1.4%; and
- single Canadians (never married), who have a volunteer rate of 2.7% and a donation rate of 1.9%.

[14] *Individual Donors to Arts and Culture Organizations in Canada in 2007*, Hill Strategies Research Inc., February 2010, available at http://www.hillstrategies.com/resources_details.php?resUID=1000344.

Some groups of Canadians tend to volunteer and donate in arts and culture organizations in relatively equal numbers, including:

- Women, who have a volunteer rate of 2.9% and a donation rate of 2.8%;
- Canadians between 35 and 44 years of age, who have a volunteer rate of 2.2% and a donation rate of 2.3%;
- Canadians with a household income between $30,000 and $49,999, who have a volunteer rate of 2.2% and a donation rate of 2.1%;
- Canadians with a high school diploma or less, who have a volunteer rate of 1.7% and a donation rate of 1.5%;
- Canadians with a post-secondary diploma (but not a degree), who have a volunteer rate of 2.8% and a donation rate of 2.4%;
- Employed Canadians, who have a volunteer rate of 2.8% and a donation rate also equal to 2.8%; and
- Unemployed Canadians (or those not in the labour force), who have a volunteer rate of 2.7% and a donation rate of 2.4%.

Prefer to volunteer	***Do both equally***	***Prefer to donate***
	Women	*Men*
Under age 35	*35 to 44*	*45 and older*
Income below $30,000	*Income $30,000 to $49,999*	*Income $50,000 or higher*
	Less than university degree	*University degree*
Single		*Married, common-law, widowed, separated, divorced*
	Employed, unemployed or not in the labour force	

Some groups have lower volunteer rates than donation rates in arts and culture organizations, including:

- Men, who have a volunteer rate of 2.3% and a donation rate of 2.8%;
- Canadians between 45 and 54 years of age, who have a volunteer rate of 2.9% and a donation rate of 3.5%;
- Canadians 65 and older, who have a volunteer rate of ? 4% and a donation rate of 4.3%;
- Canadians with a household income between $50,000 and $69,999, who have a volunteer rate of 2.8% and a donation rate of 3.4%;
- Those with a household income of $70,000 or more, who have a volunteer rate of 2.9% and a donation rate of 3.6%;
- Canadians with a university degree, who have a volunteer rate of 4.4% and a donation rate of 5.8%. (Both of these rates are the highest of any demographic group.);
- Married or common-law Canadians, who have a volunteer rate of 2.5% and a donation rate of 3.1%; and
- Widowed, separated or divorced Canadians, who have a volunteer rate of 2.4% and a donation rate of 3.2%.

Changes in arts and culture volunteering between 2004 and 2007

A similar survey of volunteers was conducted in 2004. This section of the report examines the changes in key volunteer statistics between 2004 and 2007.[15]

Between 2004 and 2007, the number of volunteers in all types of non-profit organizations increased from 11.8 million to 12.5 million, a 6% increase. During the same timeframe, the number of arts and culture volunteers decreased by 4%, from 729,000 in 2004 to 698,000 in 2007. Because of these changes, the arts and culture sector's share of total volunteers decreased from 6.2% in 2004 to 5.6% in 2007.

> *Between 2004 and 2007, the number of volunteers in arts and culture organizations decreased by 4%.*
>
> *Overall, there were 6% more volunteers in all types of non-profit organizations in 2007 than in 2004.*

Only two non-profit sectors saw a larger decrease in the number of volunteers than the arts and culture: universities and colleges (a 21% decrease) and organizations involved in law, advocacy and politics (a 13% decrease). Hospitals and environmental organizations saw the largest increases in the number of volunteers (16% for hospitals and 13% for environmental organizations).

As a percentage of the population 15 or older, the arts and culture volunteer rate decreased slightly, from 2.8% in 2004 to 2.6% in 2007. In comparison, the percentage of the population 15 or older who volunteered in any type of non-profit organization increased very slightly, from 45% in 2004 to 46% in 2007. In other words, there was a small decrease in the percentage of the population volunteering in arts and culture organizations and a very small "real" increase in the volunteerism in any type of non-profit organization.

The average hours per arts and culture volunteer decreased from 120 to 105 between 2004 and 2007, a 13% decrease. In comparison, there was a very small decrease (-1%) in the average hours volunteered in all types of non-profit organizations. While most types of non-profit organizations saw very little change in the average hours volunteered, religious organizations saw a substantial increase in average hours (11%). Education and research organizations also

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[15] Unlike the estimate of arts and culture donors (noted in our recent report on *Individual Donors in Arts and Culture Organizations in Canada*), the estimate of volunteers to arts and culture organizations in 2004 had a relatively low margin of error, which allows for comparisons over time. There was also a similar survey conducted in 2000. However, because of changes in survey content and methodology between 2000 and 2004, comparisons with this dataset cannot be made.

saw an increase (6%). Organizations involved in law, advocacy and politics are the only other type of non-profit organization with a decrease in average hours volunteered (-14%) that was similar to the decrease for arts and culture organizations (-13%).

For the arts and culture, the combination of a decrease in the number of volunteers (-4%) and a decline in average hours per volunteer (-13%) led to a 16% decrease in the total number of hours volunteered (from 87.8 million in 2004 to 73.5 million in 2007). In comparison, there was a 4% increase in the number of volunteer hours in all types of organizations. Because of these changes, the arts and culture sector's share of volunteer hours decreased from 4.4% to 3.6%.

While there are no statistically definitive answers as to why these decreases have taken place, possibilities include the strong competition from other non-profit sectors, a potentially wider array of volunteer choices, and declining support from older volunteers. In fact, the arts and culture volunteer rate decreased for a number of demographic groups, including:

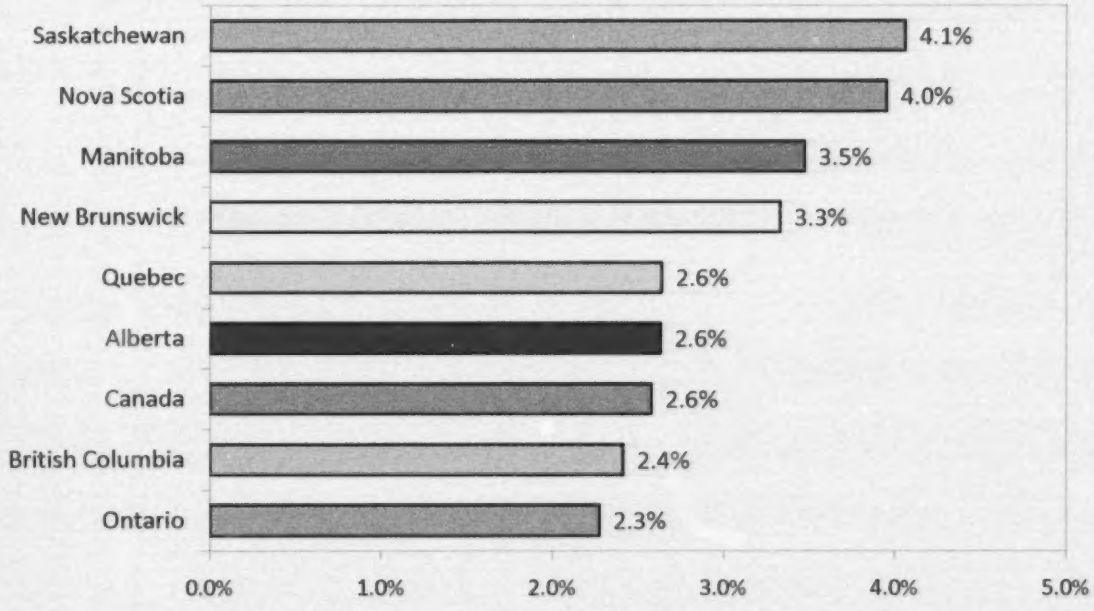
- Canadians 65 and older (from 3.1% in 2004 to 2.4% in 2007);
- Canadians between 45 and 54 years of age (from 3.3% in 2004 to 2.9% in 2007);
- Those with a university degree (from 5.0% in 2004 to 4.4% in 2007);
- Canadians with a household income between $30,000 and $49,999 (from 2.7% in 2004 to 2.2% in 2007);
- Those with a household income of $70,000 or more (from 3.3% in 2004 to 2.9% in 2007);
- Single Canadians (from 3.5% in 2004 to 2.7% in 2007); and
- Those who are unemployed or not in the labour force (from 3.6% in 2004 to 2.7% in 2007).

The largest increase in the arts and culture volunteer rate was 0.3%: the rate for Canadians between 35 and 44 years of age increased from 1.9% in 2004 to 2.2% in 2007.

Provincial comparisons

Figure 3 presents the arts and culture volunteer rate by province (i.e., the percentage of the population in each province who volunteered in arts and culture organizations in 2007). Saskatchewan residents are most likely to volunteer in arts and culture organizations (4.1% did so in 2007), followed by Nova Scotians (4.0%), Manitobans (3.5%), and New Brunswickers (3.3%). The arts and culture volunteer rate in Quebec and Alberta match the Canadian average (2.6%). The two other provinces with reliable data have arts and culture volunteer rates that are slightly below the Canadian average: British Columbia (2.4%) and Ontario (2.3%). The statistics for Prince Edward Island, Newfoundland and Labrador and the three territories are not included in this analysis because of their relatively high margins of error.

Figure 3: Arts and culture volunteer rate by province, 2007



Note: The statistics for Prince Edward Island and Newfoundland and Labrador are not included in this analysis because of their relatively high margins of error.

The arts and culture donation rate in Canada is slightly higher than the equivalent volunteer rate (2.8% donation rate and 2.6% volunteer rate). This situation is matched by only two provinces: 1) Ontario, where there are many more donors than volunteers in arts and culture organizations (3.0% donation rate and 2.3% volunteer rate); and 2) British Columbia, where there is a 3.4% donation rate and a 2.4% volunteer rate.

In other parts of the country, there are higher volunteer rates than donation rates in arts and culture organizations:

- the Prairie provinces (3.1% volunteer rate and 2.6% donation rate);
- Quebec (2.6% volunteer rate and 2.4% donation rate); and
- the Atlantic provinces (3.2% volunteer rate and 2.4% donation rate).

Some differences in provincial volunteer rates could be due to different overall levels of volunteer activity. As a percentage of all provincial volunteers, Nova Scotia and Quebec organizations are most successful in attracting volunteers to arts and culture causes, with 7.1% of all volunteers in each of these two provinces. New Brunswick and Saskatchewan follow very closely, with 7.0% and 6.9% of all volunteers in these provinces (respectively) attracted to arts and culture organizations. In Manitoba, 6.4% of volunteers gave their time to arts and culture organizations, a figure that is above the Canadian average (5.6%).

Arts and culture organizations in three provinces attract a lower percentage of volunteers than the Canadian average: 5.2% of British Columbia volunteers, 5.1% of Alberta volunteers and 4.8% of Ontario volunteers gave their time to arts and culture organizations in 2007. The statistics for Prince Edward Island, Newfoundland and Labrador and the three territories are not included in this analysis because of their relatively high margins of error.

Arts and culture volunteers as a percentage of all volunteers

Nova Scotia: 7.1%
Quebec: 7.1%
New Brunswick: 7.0%
Saskatchewan: 6.9%
Manitoba: 6.4%
Canadian average: 5.6%
British Columbia: 5.2%
Alberta: 5.1%
Ontario: 4.8%

Provincial estimates of arts and culture volunteers and regional estimates of volunteer hours

This section summarizes the number of volunteers in each province. Given data reliability limitations, estimates of volunteer hours are provided on a regional basis only (British Columbia, the Prairie provinces, Ontario, Quebec and the Atlantic provinces).[16] Changes between 2004 and 2007 are not provided (either on a provincial or regional basis), given the high margins of error of the 2004 estimates. Unfortunately, estimates of arts and culture volunteers in the three territories have high margins of error and cannot be reliably stated.

For the following calculations, a full-time full-year job was calculated as 40 hours per week and 48 weeks per year. For all regions, the estimated value of volunteer labour was calculated using the average hourly wage in Canadian arts, entertainment and recreation industries in 2007 ($14.92).[17] This figure excludes benefits and any other costs required to support an employee.

British Columbia

British Columbia's 88,000 arts and culture volunteers, representing 2.4% of the provincial population (15 or older), contributed about 13 million volunteer hours to arts and culture organizations in 2007.

The 13 million hours that British Columbians volunteered in arts and culture organizations is equivalent to about 6,900 full-time, full-year jobs. This volunteer contribution can be valued at $196 million.

The B.C. estimates of volunteer hours, the number of full-time equivalent jobs, and the value of volunteer labour have relatively high margins of error and should be used with caution.[18]

Prairie Provinces

About 139,000 Prairie residents volunteered in arts and culture organizations in 2007. The 139,000 volunteers, 3.1% of all Prairie residents, contributed almost 11 million volunteer hours to arts and culture organizations in 2007.[19]

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[16] Estimates of the number of volunteers and volunteer hours in the territories have high margins of error and cannot be reliably stated.

[17] Earnings data comes from Statistics Canada, *Earnings, average hourly for hourly paid employees, by industry*, available at http://www40.statcan.ca/l01/cst01/labr74n.htm.

[18] Given the margin of error of the British Columbia estimates, 19 times out of 20, the number of cultural volunteers in 2007 would be between 68,000 and 109,000. Similarly, 19 times out of 20, volunteer hours in 2007 would be between 7 million and 19 million.

[19] Given the margin of error of the Prairie estimates, 19 times out of 20, the number of cultural volunteers in 2007 would be between 116,000 and 162,000. Similarly, 19 times out of 20, volunteer hours in 2007 would be between 8 million and 13 million.

The 11 million hours that Prairie residents volunteered in arts and culture organizations is equivalent to about 5,500 full-time, full-year jobs. This volunteer contribution can be valued at $157 million.

About 74,000 Albertans, or 2.6% of the provincial population (15 or older), volunteered their time with arts and culture organizations in 2007.[20]

In 2007, about 32,000 Saskatchewanians, 4.1% of the provincial population (15 or older), volunteered in arts and culture organizations.[21]

Manitoba's 33,000 arts and culture volunteers represent 3.5% of the provincial population (15 years of age or older).[22]

Ontario

Approximately 238,000 Ontarians, or 2.3% of the province's population (15 or older), volunteered in arts and culture organizations in 2007. The 238,000 volunteers contributed about 24 million volunteer hours to arts and culture organizations in 2007.

The 24 million hours that Ontarians volunteered in arts and culture organizations is equivalent to about 13,000 full-time, full-year jobs. This volunteer contribution can be valued at $372 million.

The Ontario estimates of volunteer hours, the number of full-time equivalent jobs, and the value of volunteer labour have relatively high margins of error and should be used with caution.[23]

Quebec

In Quebec, there were about 168,000 volunteers in arts and culture organizations in 2007. This represents 2.6% of the Quebec population, equal to the overall Canadian average. The 168,000 volunteers contributed about 17 million hours – the equivalent of 8,900 full-time full-year jobs – worth approximately $256 million to arts and culture organizations in 2007.

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[20] Given the margin of error of the Alberta estimate, 19 times out of 20, the number of cultural volunteers in 2007 would be between 54,000 and 94,000. Given data reliability limitations, estimates of volunteer hours are provided on a regional basis only.

[21] Given the margin of error of the Saskatchewan estimate, 19 times out of 20, the number of cultural volunteers in 2007 would be between 24,000 and 41,000. Given data reliability limitations, estimates of volunteer hours are provided on a regional basis only.

[22] Given the margin of error of the Manitoba estimate, 19 times out of 20, the number of cultural volunteers in 2007 would be between 23,000 and 42,000. Given data reliability limitations, estimates of volunteer hours are provided on a regional basis only.

[23] Given the margin of error of the Ontario estimates, 19 times out of 20, the number of cultural volunteers in 2007 would be between 186,000 and 290,000. Similarly, 19 times out of 20, volunteer hours in 2007 would be between 16 million and 34 million.

The Quebec estimates of volunteer hours, the number of full-time equivalent jobs, and the value of volunteer labour have relatively high margins of error and should be used with caution.[24]

Atlantic Canada

About 62,000 Atlantic Canadians volunteered in arts and culture organizations in 2007. The 62,000 volunteers, 3.2% of all Atlantic residents (15 or older), contributed about 7 million volunteer hours to arts and culture organizations in 2007.[25]

The 7 million hours that Atlantic residents volunteered in arts and culture organizations is equivalent to about 3,900 full-time, full-year jobs. This volunteer contribution can be valued at $110 million.

About 21,000 New Brunswickers, or 3.3% of the provincial population (15 or older), volunteered their time with arts and culture organizations in 2007.[26]

In 2007, about 31,000 Nova Scotians, 4.0% of the provincial population (15 or older), volunteered in arts and culture organizations.[27]

Prince Edward Island's 2,000 arts and culture volunteers represent 1.8% of the provincial population (15 years of age or older). The Prince Edward Island estimate of the number of volunteers has a relatively high margin of error and should be used with caution.[28]

About 8,000 Newfoundland and Labrador residents, or 2.0% of the provincial population (15 or older), volunteered their time with arts and culture organizations in 2007. The Newfoundland and Labrador estimate of the number of volunteers has a relatively high margin of error and should be used with caution.[29]

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[24] Given the margin of error of the Quebec estimates, 19 times out of 20, the number of cultural volunteers in 2007 would be between 139,000 and 198,000. Similarly, 19 times out of 20, volunteer hours in 2007 would be between 11 million and 23 million.

[25] Given the margin of error of the Atlantic estimates, 19 times out of 20, the number of cultural volunteers in 2007 would be between 51,000 and 73,000. Similarly, 19 times out of 20, volunteer hours in 2007 would be between 5 million and 9 million.

[26] Given the margin of error of the New Brunswick estimate, 19 times out of 20, the number of cultural volunteers in 2007 would be between 14,000 and 27,000. Given data reliability limitations, estimates of volunteer hours are provided on a regional basis only.

[27] Given the margin of error of the Nova Scotia estimate, 19 times out of 20, the number of cultural volunteers in 2007 would be between 22,000 and 40,000. Given data reliability limitations, estimates of volunteer hours are provided on a regional basis only.

[28] Given the margin of error of the Prince Edward Island estimate, 19 times out of 20, the number of cultural volunteers in 2007 would be between 1,200 and 2,800. Given data reliability limitations, estimates of volunteer hours are provided on a regional basis only.

[29] Given the margin of error of the Newfoundland and Labrador estimate, 19 times out of 20, the number of cultural volunteers in 2007 would be between 4,800 and 11,800. Given data reliability limitations, estimates of volunteer hours are provided on a regional basis only.

Table 3 summarizes the estimates of the number of volunteers, the volunteer rate, volunteer hours, as well as the number and value of full-time full-year equivalent jobs provided by volunteers in each province or region.

Table 3: Provincial and regional estimates of volunteers and volunteer hours in 2007

Jurisdiction	Number of volunteers	Arts and culture volunteer rate	Volunteer hours	Full-time full-year job equivalency	Estimated $ value
British Columbia	88,000	2.4%	13 million *	6,900 *	$196 million *
Prairies	139,000	3.1%	11 million	5,500	$157 million
Alberta	74,000	2.6%	Data not reliable		
Saskatchewan	32,000	4.1%			
Manitoba	33,000	3.5%			
Ontario	238,000	2.3%	24 million *	13,000 *	$372 million *
Quebec	168,000	2.6%	17 million *	8,900 *	$256 million *
Atlantic	62,000	3.2%	7 million	3,900	$110 million
New Brunswick	21,000	3.3%	Data not reliable		
Nova Scotia	31,000	4.0%			
Prince Edward Island	2,000 *	1.8% *			
Newfoundland and Labrador	8,000 *	2.0% *			
Territories	Data not reliable				
Canada	**698,000**	**2.6%**	**73.5 million**	**38,000**	**$1.1 billion**

*Note: * denotes those estimates with relatively high margins of error. These estimates should be used with caution.*

Source: Custom tabulations from the 2007 Canada Survey of Giving, Volunteering and Participating, commissioned by Hill Strategies Research.

Key findings

Canadian arts and culture organizations rely on volunteers to fulfill many roles, including serving on boards of directors, organizing events, fundraising, teaching or mentoring others, and performing various administrative tasks. Without volunteer support, many arts and culture organizations would be unable to achieve their mandates. In fact, a 2003 survey of non-profit organizations found that almost two-thirds of arts and culture organizations are run entirely by volunteers.

Given the importance of volunteers, *Volunteers in Arts and Culture Organizations in Canada in 2007*, the 31st report in the *Statistical Insights on the Arts* series from Hill Strategies Research, provides an important indicator of the health of the arts and culture sector and evidence of community engagement in arts and culture organizations, including organizations involved in visual arts, architecture, ceramic art, performing arts, museums, zoos, aquariums, media and communications as well as historical, literary and humanistic societies.

On a national level, the key findings of the report are:

- 698,000 Canadians age 15 or older volunteered 73.5 million hours in arts and culture organizations in 2007.
- The 73.5 million hours volunteered in arts and culture organizations is equivalent to about 38,000 full-time, full-year jobs, valued at about $1.1 billion.
- The 73.5 million hours contributed to arts and culture organizations represent an average of 105 hours per volunteer.
- The most common reason for volunteering in arts and culture organizations is a desire to make a contribution to one's community (chosen by 92% of volunteers).
- Education is clearly the most important demographic factor in arts and culture volunteering. Canadians with higher levels of education are more likely to volunteer in cultural organizations than other demographic groups.
- 1.3 million Canadians volunteered in arts and culture organizations, donated money to them, or did both in 2007. This represents 5.0% of all Canadians 15 years of age or older.

On a provincial level:

- Saskatchewan residents are most likely to volunteer in arts and culture organizations (4.1% did so in 2007), followed by Nova Scotians (4.0%), Manitobans (3.5%), and New Brunswickers (3.3%). The arts and culture volunteer rate in Quebec and Alberta match the Canadian average (2.6%).
- Some differences in provincial volunteer rates could be due to different overall levels of volunteer activity between the provinces. As a percentage of all provincial volunteers, Nova Scotia and Quebec organizations are most successful in attracting volunteers to arts and culture causes, with 7.1% of all volunteers in each of these two provinces. New Brunswick and Saskatchewan follow very closely, with 7.0% and 6.9% of all volunteers

in these provinces (respectively) attracted to arts and culture organizations. In Manitoba, 6.4% of volunteers gave their time to arts and culture organizations, a figure that is above the Canadian average (5.6%).

The report highlights the strong competition for volunteers from other non-profit sectors:

- The 698,000 volunteers in arts and culture organizations comprise 5.6% of all Canadian volunteers. Sports and recreation, social service, education and research, and religious organizations attract the most volunteers (close to 3 million each), followed by health organizations (1.6 million) and development and housing organizations (1.2 million).

A variety of statistics show that there was a decrease in arts and culture volunteering between 2004 and 2007:

- The number of arts and culture volunteers decreased by 4%, from 729,000 in 2004 to 698,000 in 2007. In comparison, the number of volunteers in all types of non-profit organizations increased from 11.8 million to 12.5 million, a 6% increase. Because of these changes, the arts and culture sector's share of total volunteers decreased from 6.2% in 2004 to 5.6% in 2007.
- Only two non-profit sectors saw a larger decrease in the number of volunteers than the arts and culture: universities and colleges (a 21% decrease) and organizations involved in law, advocacy and politics (a 13% decrease). Hospitals and environmental organizations saw the largest increases in the number of volunteers (16% for hospitals and 13% for environmental organizations).
- As a percentage of the population 15 or older, the arts and culture volunteer rate decreased slightly, from 2.8% in 2004 to 2.6% in 2007. In comparison, the percentage of the population 15 or older who volunteered in any type of non-profit organization increased very slightly, from 45% in 2004 to 46% in 2007.
- The average hours per arts and culture volunteer decreased from 120 to 105 between 2004 and 2007, a 13% decrease. In comparison, there was a very small decrease (-1%) in the average hours volunteered in all types of non-profit organizations.
- While most types of non-profit organizations saw very little change in the average hours volunteered, religious organizations saw a substantial increase in average hours (11%). Education and research organizations also saw an increase (6%). Organizations involved in law, advocacy and politics are the only other type of non-profit organization with a decrease in average hours volunteered (-14%) that was similar to the decrease for arts and culture organizations (-13%).
- For the arts and culture, the combination of a decrease in the number of volunteers (-4%) and a decline in average hours per volunteer (-13%) led to a 16% decrease in the total number of hours volunteered (from 87.8 million in 2004 to 73.5 million in 2007). In comparison, there was a 4% increase in the number of volunteer hours in all types of organizations. Because of these changes, the arts and culture sector's share of volunteer hours decreased from 4.4% to 3.6%.

- While there are no statistically definitive answers as to why these decreases have taken place, possibilities include the strong competition from other non-profit sectors, a potentially wider array of volunteer choices, and declining support from older volunteers.

The full report contains many more details about arts and culture volunteers, volunteer hours, volunteer activities, reasons for volunteering, demographic characteristics of volunteers, changes in volunteering, and provincial data.

The report examines data from custom tabulations that Hill Strategies Research commissioned from Statistics Canada based on the 2007 Canada Survey of Giving, Volunteering and Participating (CSGVP). Between September and December 2007, Statistics Canada surveyed a statistically representative sample of Canadians 15 and older (20,510 people) about their volunteer work in all types of not-for-profit organizations in the 12 months preceding the survey.

The previous report in the *Statistical Insights on the Arts* series, based on the same survey as this report, showed that there are approximately 759,000 donors to arts and culture organizations. These donors gave a total of about $101 million to arts and culture organizations in 2007. In combination, the two reports provide a valuable portrait of individuals' participation in arts and culture organizations in Canada.